

Why you should buy an
Apple II-something
instead of an IBM PC-anything.



Here's 10,000 reasons to start with.

Let chaos cease.

If you've been stumbling about in the crossfire of conflicting computer claims, we'd like to make 10,000 things perfectly clear:

Any Apple® II Personal Computer—IIe or IIc—can do more for you than any other computer by any other name. Not to mention initials.

Because only an Apple II can run the world's largest library of personal computer software. Well over 10,000 different programs.

Not only the latest advanced programs for all the standard business applications—but also thousands of highly specialized programs for every area of human endeavor.

The Apple IIe can even be configured to run IBM® software.

Unfortunately, we only have room here for a fraction of the programs both Apple II's can run. And, naturally, no one dealer could stock them all.

But the most popular ones for business, education, entertainment and home management are available almost anywhere.

Just visit any authorized Apple dealer. And they'll help you find just the reasons you've been looking for.

WORD PROCESSOR

General

AppleWriter II (ProDOS)
AppleWriter IIe
AppleWriter IIc
FORMAGE V.1.30
Magic Window II
Microwriter II
Millennium Word Processor
pfs: Write
Screen Writer II
Word Handler
Word Juggler II
ZARDAX Word Processor, 5.2
Home Word Processing
Bank St. Writer
Bank St. Writer (1984)
Cut & Paste
HomeWord

Spelling Checkers

HomeWord Speller
Lexicheck IIe

Thinning

AppleWriter IIe PTP
AppleWriter IIc PTP

DATA BASE

General

DB Master 4 Plus
DB Master 4.0
Desk Top Planner
Last Handler
pfs: Report
Quick File IIe
Quick File IIc PTP
VersaForm
VisiDex, I.1
VisiFile, I.1

Report Writing

pfs: File

SPREADSHEET

32 VisiCalc Worksheets
Advanced VisiCalc IIe
MagiCalc
MagiCalc (1982)
MultiPlan (1984)
MultiPlan, 1.06
Senior Analyst
FlashCalc

INTEGRATED

AppleWorks (1984)
Incredible Jack 1.3
Jane
Jane IIc
Magie Office Systems

BUSINESS MANAGEMENT

General

Accounting

BPI Accounts Payable II+
BPI Accounts Pay (ProDOS)
BPI Accts Pay IIe (DOS)
BPI Accts Rec IIe (DOS)
BPI Accts Rec IIc (DOS)
BPI Accts Rec II+
BPI Business Analyst
BPI Gen Accounting II+
BPI Gen Acctg (ProDOS)
BPI Gen Acctg IIe (DOS)
BPI Inventory Control II+
BPI Inventory Ctl (ProDOS)
BPI Job Cost II+
BPI Payroll (ProDOS)
BPI Payroll II+
General Ledger
Job Cost

Agriculture

Corn/Soybean Mgt
Crop/Livestock Profit Pro
Machinery Mgt (Ag Disk)
Swine Management

Business Management

Black's Law Dictionary
Construction
Desk Top Planner
Forms Founder
General Manager II (82)
Project Planner
Tax Preparer
VersaForm
Catalyst IIc

Medical/Dental

Client Dental
Client Medical
Dental I
Dental II
Medical I
Medical II

Real Estate

Property Management
Real Estate Anal II (82)
Real Estate Bus. Mgmt, 2
Real Estate Tool Kit, 2.0
Simple Condominium Bill 2
Simple Tenant Billing, 1
Tax Preparer
VersaForm
Catalyst IIc

HOME COMMUNICATIONS

Access IIe

Apple Access II (1984)
pfs: Access
ZIP-Comm Communicat, 1.4
Easy Com/ Easy Go

PERSONAL FINANCE

General

Dollars and Sense (1984)
Financial Cookbook
Pers. Tax Plan (83/84)
Personal Banker
Personal Money Matters
Personal Payables
Winning on Wall St. Ser.
Personal Tax
Personal Tax Plan. (84)
Tax Manager
Tax Preparer
The Tax Advantage (1983)

PERSONAL DEVELOPMENT

Programming

Dr. C. Wacko's Miracle Gd
Hands-on Basic Programming
Programming Your Apple
Teach Your Apple Basic
Skills
Basic Electronics
Charles Goren: Learning Br
MicroSpeedRead
Spanish for the Traveler
Speed Reader II
Speed Reading I, I
Teach Yourself Ess of Acc
Understanding Computers
Wizard of Words

Test Preparation

CBS SAT (1984)
Computer ACT
Computer GRE
Computer SAT (1983)
English SAT I & II
Funbunch College Prep
Mastering the College Board
SAT English I
US Constitution Tutor

Typing

MasterType
MasterType (1984)
Micro Typing II (1984)
Typing Tutor II, 2.0
Typing Tutor III
Wizard of Id's WzType

ENTERTAINMENT

General

Ankh
Apple Cider Spider
Aquatron
Archon
Arby the Aardvark
Angos
Axis Assassin
Bandits
Bats in the Belfry
Bermuda Race
Bilestead
Blister Ball
Bolo
Bop-A-Bet
Borg
Boulder Dash
Bouncing Kabungas
Cannonball Blitz
Canyon Climber (1983)
Caver Creatures
Caverns of Freitag
Chivalry (1983)
Conquering Worlds (1983)
Cranston Manor
Crisis Mountain
Critical Mass
Crime and Punishment
Cyborg (1981)
Dark Crystal
Death in the Caribbean
Dino Eggs
Dragon's Keep
Drol
Dueling Digits (1982)
Earthly Delights
Enchanter
Epoch
Expiditer
Fastlons
Fastlitz Quicker
FAX IAK, I.O.
Fortress (1983)
Genetic Drift
Gnosis VII
Golden Flutes & Great Esc
Great Computer GameWorks
Grid Search Games
Jenny of the Prairie
King Cribbage
Lafpak
Lancaster
Legacy of Ulygarmyn
Lemmings
Linear Search Games
Lunar Leeper
Mabel's Mansion
Marauder
Mask of the Sun
Masquade
Mating Zone (1983)
Mazetalk Adventures
Microbe (1982)
Microwave
Millionaire
Minit Man
Monster Smash (1983)
Mouskattack
Mr. Cool
Mr. Robot
Music Construction
Mystery House
Mystery Master: Murder by
Nightmare Gallery
Oxlin
Oil Barons
Oil's Well
Old Ironsides
One on One
Operation Apocalypse
Outpost
Pegasus II
Phillistine Ploy (1983)
Pie-man
Planet Master
Planetfall
Police Artist
Prisoner
Prisoner 2 (1982)
Pulsar
Quest for Tires
Repton (1982)
Round About
Sammy Lightfoot
Sentry
Shamus (1983)
Sheila
Sherwood Forest
Shuffleboard
Sierra Championship Boxing
Sky Blazer
Skyfox
Sneakers
Soft Images
Space Ark
Space Quarks
Spare Change (1983)
Spectre (1982)
Spy's Demise
Star Maze
Super Bunny
Super Troxman 2 (1982)
Suspended
Swashbuckler (1981)

Temple of Apath (1982)
The Alpine Encounter
The Arcade Machine
The Coated Mirror (83)
The Eating Machine



The Sands of Egypt
The Serpents Star
The Shattered Alliance
The Standing Stones
The Warp Factory
Threshold
Tic Tac Show (1982)
Time Zone
Titan Empire (1983)
Transylvania
Trolls Tale
Ultima II
Ulysses
Vindicator
Witness
Wizard and the Princess
Wizplus

Action (Arcade Style)

Alien Typhoon
Apple Panic (1982)
Asteroids
Aztec
Choplifter
Crime and Punishment
David's Midnight Magic
Defender
Demon Attack
Dragon Fire
Frigger
Gorgon
Gumball
Hard Hat Mack
Jawbreaker II
Lode Runner (1982)
Microsoft Decathlon
Miner 2049er
Missile Defense
Mission Asteroid
Phantom's Five
Picnic Paranoia
Pinball Construction Set
Raster Blaster
Seafix
Serpentine
Snake Attack (1981)
Snake Byte
Tubeway
Zaxxon
Zaxxon (1984)

Adventure

A.E.
Adventure in Time
Beyond Castle Wolfenstein
Castle Wolfenstein
Deadline
Infidel (1983)
Knights of Diamonds
Sorcerer
Starcross
Wizards (1981)
Zork I
Zork II
Zork III

Card/Board Games
ADN Black Jack (1983)
Checkers (1982)

Chess
How About... Backgammon
How About... Checkers
How About... Odds
How About... Chess
MyChess II

Hobby

Music Construction
Robot War

Simulations

Computer Baseball (1981)
Crime and Punishment
Flight Simulator
Flight Simulator II
Hi-Res Computer Golf 2
President Elect
Pro Golf Challenge
Sargon II
Three Mile Island
Torpedo Fire

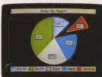
FAMILY ENRICHMENT

Crypto Cube
Crypto Cube (1984)
Dinosaur Dig
Dinosaurs
Ernie's Quiz
EZ Draw
Facemaker
Fact & Fiction Tool Kit
Gertrude's Secrets (82)
Gertrude's Puzzles (1982)
Injured Engine
Instant Zoo
KoalaWare
Micro Cookbook
Micro Cookbook (Recipes)
Micro Cookbook, 1.0C
Microzone 1.2
Microzone 1.3
Microzone 1.4
Microzone 1.5
Mix and Match
Music Construction
Picture Writer (1983)
Puzzle Mania (1984)
Rocky's Boots
Rocky's Boots (1984)
Story Teller
Story Tree
Webster: The Word Game

EDUCATION

General

Addition Magician
Aida Statist Anal, 9/82
All About Division (83)
Alphabet Beasts & Co.
Amazing ThinkRanks
America Coast-to-Coast
Antonym Antics
Apple Logo II (1984)
Apple Pascal II, 1.1
Apple Super-PILOT Log
Basic Building Blocks
Basic Subs-Apple X-ile
BeaRman
Birth of the Phoenix



Classmate
Computers in the Workplace
Counters

Day
Dinosaurs
Discrimination, Atritis...
DNSS Math Demo
Dolphin's Pearl
Double Feature Adventure
Dueling Digits (1982)
Element, My Dear Apple
Elementary Math
Extra! Extra!
FourWord/Word/Life
Fractions 3.0
French: Le De Management
French: Paris en Metro
French: Un repas Francois
Funbunch College Prep
Funbunch Elementary
Funbunch Intermediate
Game of the States
Gen. Chemistry Demo
Go to the Head of the Class
Grading
Hadrian's Treasure Map
Heath Management: Math
Heath Management:
Reading
Heath Plus:
Heath Management
Hey Toot!
Highrise
Human Anatomy
Imagination: Music
Imagination: Picture Prog
Imagination: Quilt
Intellectual Decathlon
Jeeps Creatures (1983)



KoalaWare
Lauren of 25th Century
Learning with Fuzzywump
Learning with Leeper
Leo's Links
LJP: Things that Go
Logo Robot
Look 'N Hook
Lpp: Nursery Rhymes
Master Match (1983)
Match-Wits
Memory Castle (1983)
Math Maze (1983)
Micro Division (1983)
Micro Habits
Micro Mother Goose
Micro Multiplication
Micro Subtraction (1983)
Micro Typing II (1982)
Microcomputer Graphics
MicroMaestro
MicroSpeedRead
Middle of the Road Lizard
Midterm
Mirror of the Mind Ser
MovieMaker
MusicMath
Mystery Master: Murder by
Pick the Numbers
Picture Writer (1983)
Poist Library #1
Poist Library #2
Poist, 3.2
Police Artist (1983)
Pop 'R Spell/Pop 'R Chai

Poster

Programming Your Apple
Programming Kit
Puzzle Mania (1984)
Race Car Rhythmic
Readability Formulas
Reading for
Comprehension

Reading Keys
Report Card
Robot War
Scheduling
Science 4 Demo:
Insect War
Science 5 Demo:
Heat Energy
Science 6 Demo:
elect & Ma
Secret Filer
Sensible Speller
Sensible Speller IV
Shapes in Color (1982)
Shell Games
Shops Ahoy
Solving Equations
Spanish for the Traveler
Speedy Spides
Spellagraph 1983
Spellacazam (1983)
Spellcorder (1983)
Spelling
Spelling B Games 1.0
Study Guide for Trigonometry
Success W/ Math:
Add/Su
Success W/ Math:
Dec-Add/Su
Success W/ Math:
Dec-Mul/Di
Success W/ Math:
Frac-Add/S
Success W/ Math:
Frac-Mul/D
Success W/ Math:
Linear Ego
Success W/ Math:
Multi/Div
Success W/ Math:
Quadratic
Teach Yourself Apple Basic
Ten Little Robots
The Eating Machine
The Function Game
The Grabit Factory
The Great Number Chase
The Hurricane Tracker
The Isle of Farnell
The Learning Line
The New Step by Step 2
The Sweet Shoppe
The Weather Analyst
Tick Tock Clock
Time & Seasons
Tobbs Learns Algebra
Trap-A-Zoid (1983)
Thickster Coyote
Understanding Computers
Unlocking the Map Code
Weather or Not
Webster: The Word Game
Whatsit Corporation
Wizard of Id's Wyzpize
Wizard of Wyzpize
Word Attack!
Word Radar

Classroom Management

Academic Secretary
Apple Super-PILOT Log
Attendance

Discovery

CARS
Dinosaur Dig
Explorer Metros (1982)
Grandma's House
GULP/Arrow Graphics
Hey Diddle Diddle (1983)
Incredible Lab
Instant Zoo
Juggle's Rainbow
Juggle's Rainbow (1982)
Mix & Match
Mop/Town Hotel
Mop/Town Hotel 2.0
Mop/Town Parade
Mop/Town Parade 2.0
Odd One Out
Polynomial Pattern Using...

Sickbear ABC
Sickbear ABC (1982)
Sickbear Basketball
Sickbear Bop
Sickbear Numbers
Sickbear Opposites
Sickbear Shapes
Sickbear Shapes (84)
Word Spinner

Drill & Practice

Algebra 4
Basic Electronics
CBS S.A.T. (1984)
Challenge Math
Chemistry — Acids & Bases
Chemistry — Stoichiometry
Compu-Math: Anti Skills
Compu-Read
Compu-Read 3.0
Computer ACT
Computer Connect: A BGTB
Computer GRE
Computer S.A.T. (1983)
English SAT I & II
Getting Ready to Read & A
Grammar & Writing
Mastering the College Ed
Math Blaster
Math SAT I & II
Math Skills: Elem Level
Math Skills: Jr. Hi Level



Speed Reader II
Speed Reading 1.1
The Reading Machine
The Spelling Machine
Typing Tutor II, 2.10
Typing Tutor III
US Constitution Tutor

Learning Games

Algebra Arcade (1983)
Aliencounter/Face Flash
Alphabet Zoo
Battling Bugs/Concrauc
Bumble Games (1982)
Bumble Pot (1982)
Color Keys
Creature Creator
Crypto Cube
Crypto Cube (1984)
Delta Drawing (1982)
Early Games for Young Chi
Ernie's Quiz
Facemaker
Fat City

Fraction Fever
Frenzy/Flop Flop (1982)
Game Show
Gertrude's Secrets (82)
Gertrude's Puzzles (1982)
Golf Classic/Compu
In Search of the Most Am
Kid Writer
King's Rule
Kindercomp (1983)
M-s-rng L-nis:
Young People
M-s-rng L-nis: Classics
Magic Spells
Magic Spells 2.0
MasterType
MasterType (1984)
Math Wars



Rhymes & Riddles
Snake-O-Nyms/Word Flip
Spotlight
Square Pairs
The Jar Game/Chaos (82)
The Pond
Tic Tac Show (1982)
Tubeway Square Pairs
Word Flip
Wordman (1983)
Wordwright

Productivity

Fact & Fiction Tool Kit
Story Machine (1982)
Story Tree

Problem Solving

Code Quest
Fun House Maze
Spell It
Teasers by Tobbs

Programming

32 BASIC Programs
ABC's of Programming
Apple Logo
Apple PILOT
Apple Super — PILOT
Hands-on Basic
Programming
Karel the Robot (1982)
Tempari Logo (1982-83)
Wizware: Turtle Tracks

Simulations

Adventure Alpha
Managing for Success: PD
Managing for Success: PM
Rocky's Boots
Rocky's Boots (1984)
Snooper Troops 1.0
Snooper Troops II
Survival Math
The Apple Ed Classics
The Factory 1.0
The Island of Beta

Tutorial

Biology — Energy & Life
Biology — Genetics
Biology — The Cell
Charles Goren: Learning Br
Co-PILOT
Daily Living Skills Series
Library Skills
School Tool

10 reasons to buy an Apple IIe.



On the preceding pages, we ran up an enormous typography bill giving you thousands of reasons an Apple II—anything can do more for you than an IBM® PC—anything.

But since there's more than one II, which II is better for you?

To help you distinguish the separate-but-equal advantages of both machines, we'll give you two shopping lists, starting with this one for the Apple IIe.

1) Expandability Theory 101

There are two basic approaches to expandability. Open-ended and built-in.

The Apple IIe represents the open-ended approach.

You add accessories and peripherals to the system by adding "interface cards."

Each additional interface card does cost extra.

But the advantage is that your growth potential

is totally unlimited. So you can customize an Apple IIe to perform outrageous and unheard of acts, unrestrained by the realities of what "most" people want a computer to do. For instance:

2) Think bigger.

The basic memory of the IIe is 64K RAM. Which is more than adequate for most tasks in business and education.

By adding an Extended 80-Column Card, you can increase that to 128K—sufficient for running sophisticated integrated business software. Like AppleWorks, capable of handling word processing, spreadsheets and filing.

For even bigger jobs, you can double its memory again to 256K, or even redouble that to 512K*.

3) Think faster.

All by itself, the Apple IIe can process information in the blink of an eye. But for you real fanatics who want your information in half-a-blink, you can add enhancements like the Accelerator IIe from Titan Technologies, Inc. and more than *triple* the IIe's processing speed. So you can give much bigger machines

a run for less of your money.



Interface cards can grow a IIe any which way.

4) Think IBM.

Just to prove we don't let personal prejudices get in the way of good software, we'll graciously admit that—with a gizmo called a RANA® 8086/2—the Ile can run programs written for the IBM PC.

Like Lotus® 1-2-3™ and WordStar®.

Add a CP/M® card, and the Ile can run about 5,000 more programs written for that operating system.

5) Store more, better.

The Apple Ile also gives you more ways to store information than any other computer.

Starting with our Old Reliable, Disk II® and our Newer Reliable DuoDisk™ (twin half-high drives in one sleek package).

And with our ProFile™ 5-megabyte or 10-megabyte hard disks you can store 2400 or 4800 pages



A 5-megabyte ProFile Hard Disk stores reams of hard facts.

of information. (Of course, you can buy bigger hard disks. But they've been known to suffer total amnesia if you look at them sideways.)

6) Teaching credentials.

If one of your reasons for buying a computer is your kids' education, this is the only reason you need:

The Apple Ile is the leading computer in all levels of education—from pre-school to post grad.

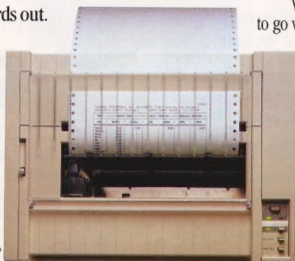
It can run more educational software than all of IBM's personal computers combined.

7) More ways to get the words out.

At the risk of being redundant, the Apple Ile also runs virtually every kind and type of printer and plotter on the market.

The ones closest to our hearts, of course, are Apple's Imagewriter impact printer and the Apple Daisy Wheel letter quality printer for heavy duty office work.

The Ile can even drive the latest laser printers. Not to



Apple's letter & picture perfect Imagewriter.

mention professional typesetting equipment. In case you'd like to publish an underground newsletter in your spare time.

8) The great communicator.

With the help of an Apple Modem, an Apple Ile can talk to other computers over the phone. So you can do home banking, find the lowest air fares, or converse civilly with your company's IBM mainframe.



An Apple Modem connects you to the world.

Several companies also offer local area networks that can link 30 or more Ile's in an office or classroom.

9) Song, dance & other routines.

The Ile can be expanded to do a lot of things beyond the ken of most personal computers.

Like sing, talk and, more remarkably, listen and respond to voice commands.

It can tell a robot to fetch the newspaper or do the tango.

It can turn on your sprinklers or run an automated production line.

All because of its open-minded design and the thousands of peripherals offered by hundreds of independent manufacturers.

10) Safety in numbers.

There are more people in more places doing more things with Apple Ile's than with any other personal computer in the world.

Which means you'll never have to go very far for advice and support.

In fact, if you'd like to know more, just ask one of the more than 4,000 authorized dealers from here to Kuala Lumpur who sell them.

Or one of the 2,000,000 people who own them.

*512K card available from independent manufacturers for use with specialized software.

10 reasons to buy an Apple IIc.



The newest member of the Apple II family has its own reasons for being.

It can run more software than any other personal computer in the world, save one—the Apple IIe.

But it offers some advantages the Apple IIe doesn't. And a whole passel of advantages the IBM PCjr can't touch.

For starters, it comes with everything you need to start computing, including a free 4-diskette course to teach you how—the most comprehensive how-to tutorial available with any personal computer.

Which makes it the most perfect computer for most of the people most of the time.

1) Expandability Theory 202

While the IIe has open-ended expandability, the IIc has *built-in* expandability—it's a complete computer solution.

The most popular interfaces are already built into the machine. So you can simply plug in a

printer, an extra disk drive, a modem—in fact, any of the peripherals almost anyone would want—without adding interface cards.

(Not to alarm you, but adding interface cards does require some skill—if you do it wrong you could blow up your shiny new computer and perhaps ruin your carpet.)

And since interface cards can cost up to \$200 each, that can save you up to \$550 on the cost of a fully configured system.

2) 100% more brainpower.

The Apple IIc has 128K of internal memory—or twice the power of the basic Apple IIe system.

And while you can expand the IIe's memory all the way to four times that, 128K is more than enough power to handle sophisticated integrated business software like AppleWorks.

3) The drive within.

The Apple IIc comes with a built-in disk drive. Which would cost over \$400 if it weren't.

But there's nothing to hook-up or connect—the IIc comes ready to run.



Built-in ports for making family connections.

Disk drives, as you may or may not know, are the most vulnerable components of any computer system. So it's nice to know that the IIc's is as close to fail-safe as a drive can be. It's a half-high version of one of the most reliable drives in the world—the Apple Disk II.

4) The drive without.

And you can easily add a second IIc disk drive. In tandem with its built-in drive, an external drive doubles the capability and capacity of the machine.

So you can run integrated business software like AppleWorks without doing the floppy disk shuffle.

And a 10-megabyte hard disk is available for the Apple IIc that can store reams and reams (20 of them, actually) of information.



An extra disk drive doubles the IIc's storage.

5) Other inner strengths.

To keep it compatible with the most software, the IIc has a built-in switchable 40/80 column display.

It also has a built-in switch that allows you to change the keyboard from its standard typewriter layout to DVORAK, an improved layout that lets you type 20-40% faster once you get used to it.

The IIc also features built-in color capability—it'll show you 16 ultra high resolution hues.



An Apple Modem gives the IIc phone privileges.

6) An improved School System.

The IIc is a more powerful, full-featured version of the most popular computer in schools—our very own Apple IIe.

Which means it works the same way as the computers your kids are probably using in school right now. And it can access the same huge library of educational software.

Everything from "Mother Goose Rhymes" to "Elementary Numerical Techniques for Ordinary Differential Equations."



An Apple Scribe can also make things perfectly clear in color.

7) The Hernia Factor.

At 7½ pounds*, the IIc won't give you internal injuries when you move it from office to office or office to home. And its sleek, sexy body takes up just 12" by 11¼" on a busy desktop.

Yet—thanks to its VLSI technology—it's still twice as powerful as computers twice its size.

8) An extended family.

The IIc can run a vast array of printers, plotters, modems and other accessories that are compatible with the Apple IIe.

But it also has its very own family of accessories that are aesthetically as well as technically compatible.

Including the Apple Scribe® color/b&w text/graphics printer. An AppleMouse IIc that replaces complex keystroke commands with a simple point-and-click. And its standard matching 9" green phosphor monitor.

So buying an Apple IIc is just as easy as buying a match—eased component stereo system.

Independent manufacturers are extending the IIc's talents even further—with compatible accessories ranging from music synthesizers to home security systems.



The IIc carrying case for going on the road.

9) Travel Accessories.

The IIc can be a perfect travelling companion with a few simple additions. Like the first LCD Flat Panel Display** that can show you as much as a regular computer monitor—80 characters by 24 lines. And a carrying case with room for all of the above.

And a toothbrush.

10) And now, for our next number...

Unless you've been skimming this from back to front, you know by now that the IIc can run over 10,000 different programs.

But there are many new programs designed specifically to

bring out the limitless talents of the IIc.

Like FlashCalc®, a revised low-cost version of the popular spreadsheet program, VisiCalc®.

And even as we write, famous software authors are writing new IIc programs. Including interactive educational software from leading textbook publishers.

Which means you'll never run out of things to do with an Apple IIc.

Or for that matter, reasons to buy one.

*Not including monitor, power pack or jogger's bar bells.

**Available early in 1985.

And two reasons to buy now.



Just one more thing.

OK...*two* more things:

First, if you buy either an Apple IIe or an Apple IIc before January 15—like for Christmas (hint hint)—we'll throw in a coupon book worth hundreds of dollars off on accessories and software.

Like an Apple Scribe printer. An AppleMouse. And an Apple Modem 1200.

Plus generous discounts on the most popular software packages for business, education and home management.

Second—and for a similarly limited time—you can take either Apple II home with absolutely no money down.

All you have to do is qualify for an Apple Credit Card. Which you may do instantly if you have any other major credit card* with your name on it and a valid I.D. (also with your name on it).



That instantly gives you up to \$2500 credit that you can dither away on the high tech goodies of your choice.

And as an extra special Christmas present from Apple, just forget about paying us back. We don't care.

Until February. Then we care. Boy, do we care.

Just read the asterisk below.**



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